



## The Marketing of Pleasure and Comfort: The Special Case of Chocolate

*Pure pleasure? Definitely. Essential food group? Should be.*

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**Assistant Professor, Marketing,**  
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This presentation will focus on the many powerful mental associations we hold around chocolate and on the marketing tactics designed to fuel and exploit these associations. The results of a recent web-based survey on comfort foods will follow. Tasting tips will be shared and attendees will be invited to take part in a chocolate tasting.

***Your Opinion Matters: What foods bring you comfort and why?***

E-mail Jordan LeBel ([jlebel@jmsb.concordia.ca](mailto:jlebel@jmsb.concordia.ca)) about the foods that bring you comfort. He is interested in foods from your youth which you recall as particularly comforting. What foods brought you comfort as a kid or teenager? What foods bring you comfort now? Please indicate your age (be honest!) when writing so he can best use your answer, which will remain confidential at all times.



**Tuesday, October 19th**  
**4:30 pm – 5:30 pm**

**J.A. DeSève Cinema – J.W. McConnell Building**  
**Concordia University – 1400 de Maisonneuve Blvd. West**

**Admission: Free**  
**Tickets: At the door**  
**Info: 848-2424 ext. 4880**



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